Appendix

CONTENTS

The Appendix contains four separate studies prepared by sub-consultants for the Virginia State Capitol Master Plan.

During the course of the master plan study, four finished reports were submitted to the Virginia Department of General Services under the direction of Wallace, Roberts & Todd, LLC. These reports are not included in the Appendix. They are:

Program Needs Summary Report (revised July 2004)
Tourism Potential Report (April 2004)
Space Program Options Report (revised July 2004)
Building and Site Conditions Report (July 2004)

For more information or to obtain copies of these reports, please contact:

Department of General Services
Bureau of Facilities Management
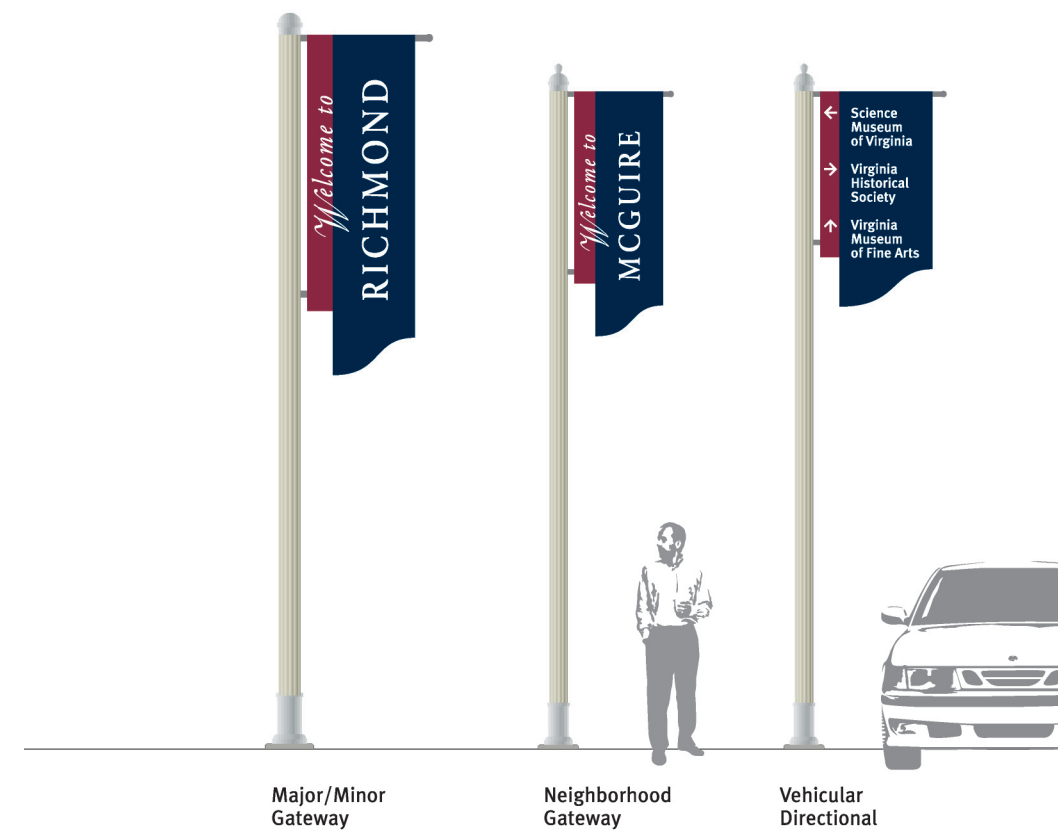203 Governor Street
Richmond, VA 23219

A Wayfinding and Signage

Environmental Communications Plan
Cloud Gehshan Associates

Welcome to RICHMOND

Welcome to MCGUIRE

← Science Museum of Virginia

→ Virginia Historical Society

↑ Virginia Museum of Fine Arts

Major/Minor Gateway

Neighborhood Gateway

Vehicular Directional

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Virginia State Capitol Square

Environmental Communications Plan

Audit, Analysis and Recommendations

Virginia State Capitol Master Plan Phase 2
Environmental Audit

This environmental signage audit
was prepared for
Wallace Roberts & Todd, LLC
by Cloud Gehshan Associates.

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Introduction

Virginia has been home to many of the events that shaped this nation, from the early English settlement of Jamestown in 1607 to both the Revolutionary and Civil Wars. At the heart of this historic state lies Richmond with its remarkable Capitol Square, comprising the capitol, governor's mansion, and 19th century park, all set amidst a thriving urban environment.

The purpose of this study is to examine the current site and conditions of Capitol Square, in conjunction with the Master Plan being developed by Wallace Roberts & Todd, LLC, and make recommendations on how the site can become more user-friendly from a local and visitor's point of view.

What follows is a series of prioritized recommendations covering signage, interpretation, web and print materials, which together provide an opportunity to make Capitol Square more accessible and inviting.

Existing Signage

Existing signage in and leading to Capitol Square is inadequate, confusing and poorly located. There are areas where signage is completely non-existent. In areas where it does exist only a modicum is provided with little or no direction, resulting in ineffective wayfinding and identification for most destinations.

Because the existing signage is the result of disparate efforts over a long period of time, the graphic quality is inconsistent and problematic. Not only does this lessen the aesthetic impact and hamper the identity function of the system, it has a negative effect on wayfinding as well. Establishing consistent nomenclature and a unified look will permit visitors to quickly and easily digest wayfinding information, rather than having to scan every sign or look for signs that don't exist.
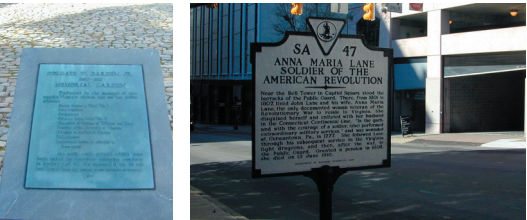
Signs directing motorists entering or leaving the Capitol Square area to nearby freeway on-ramps need to be analyzed to verify whether they are sufficient.

Existing Signage

ITEM/DESCRIPTION / PHOTO   COMMENTS / ISSUES

Vehicular Directional

Existing vehicular directional signs are inadequate, whether approaching the site, looking for parking, locating buildings or exiting the site. There is a strong need for vehicular signage in and around the Capital Square area to direct vehicular traffic properly.

Parking Identification

Existing public and staff parking identification is non-existent and there is no clear or visible directional or identification signing of parking garages or lots that are accessible for visitor parking.

Building Identification

Problems that exist with building identification are;

1. There are blocked messages due to overgrown foliage and improper orientation
2. Copy is too small for vehicular and pedestrian traffic
3. No consistency in the verbiage or layout
4. Building addresses should be clearly identified on the building signs (this would be very helpful when identifying a building or keying it to a map or wayfinding program).

Existing Signage

ITEM/DESCRIPTION / PHOTO   COMMENTS / ISSUES

Orientation Signage

While orientation maps of Capitol Square are located at the pedestrian entrances to the State House, there are no orientation maps in key areas, such as drop-off points, parking facilities and key attractions.

Pedestrian Directional

Pedestrian directional signage is non-existent on the grounds.

Interpretive Signage

The only interpretation is provided by a few historical markers. Interpretive signage is an important feature due to its storytelling ability. Interpretive signage plays a large role in the visitor experience by telling stories about people, places and events.

Needs Analysis

A range of issues affect the need for wayfinding and Interpretive signage within Capitol Square. Some of these are easily quantified, such as the number of annual visitors to a particular destination, while others are more difficult to ascertain. Questions addressed in the study included:

• Who is the program intended to reach?
• How comprehensive a program is appropriate?
• How effective is the current signage and what might be retained?
• To which destinations are we signing?
• Who will purchase, maintain, update and replace the signs?

In the process of gathering information about current physical conditions at Capitol Square, the consultant team worked with the authors of The Capitol Master Plan Report, Wallace Robert & Todd, LLC (WRT).

The outcome of the input and analysis was the identification of a series of issues and needs for Capitol Square. In addition, opportunities outside of the scope of this audit were identified which have an impact on the findings. In order to improve the overall information system, policy, personnel, budget and procedural issues will need to be evaluated.

Major signage issues include:
—For motorists, existing signs are inadequate whether approaching the site, looking for parking, locating buildings or exiting the site. Some people will simply exit the site or become frustrated.

—To Vehicular travelers Capitol Square appears exclusive and unwelcoming; to some the wrought-iron fence is fortress-like. There is no sense of arrival or formal entrance to the site.

—Visitors on foot have an equally difficult time, with few signs to assist them. Unclear or non-existent signs make it difficult to determine pathways and entrances.

—There is no central source of information for finding directions, hours of operation or event listings.

—There is no temporary signage to indicate to visitors that a special event is underway at the square.

—There is a void of ADA friendly signage welcoming those with handicaps.

Major interpretive issues include:
—A tremendous wealth of historic information about this site spanning the full continuum of American history, is inaccessible to visitors, students and the general public.

—The only information available to visitors is a limited guided tour and a few miscellaneous plaques.

—Physical features and artifacts are not highlighted, to animate the visitor experience and make history tangible.
—There are no maps, or interpretive sign, that assist visitors.

Other issues and considerations include:
—The image and presentation of Capitol Square does not create an atmosphere that supports a publicly accessible or inviting government.

—There are inadequate promotional activities, whether through traditional media or virtual media, to announce tours and other special events.

The Visitor Experience

The primary focus of this study is the visitor to Capitol Square, including potential visitors from new demographic groups. By defining the audience and examining their current knowledge of the site, along with their interests and expectations, it is possible to design a system that promises a quality visitor experience.

A successful interpretive plan has the power to engage the visitor on a personal level. Such engagement often leads to further support, such as stewardship and patronage, which can only benefit the district.

The main components of a visitor experience include the visitor's knowledge, attitudes, behavior, sensory experiences, comfort and convenience, as well as the visitor's direct contact with the site through web information, directional signage, interpretive programs, and educational programs.

Audience Analysis

An effective sign program stems from an understanding of an institution's audience. In general, visitors who come to Capitol Square, whether first-time visitors or repeat visitors using the site for recreation, or special events, have little to no knowledge or inaccurate preconceptions of the historic structures and the people who built and occupied them. Approximately 65 t0 100,000 people visit Capitol Square annually. The following profiles have been identified as current and potential audiences:

Individuals and families of the Richmond area who visit Capitol Square for a casual shared-family experience. A specific learning agenda may not be the primary reason for their visit, they may take the tour or just explore the outbuildings and larger site on their own.
It is anticipated that through increased marketing and better signage indicating the hours when Capitol Square is open to the public this visitor category will grow, and with an increased web presence will include individual and family visitors from outside the Richmond area.

Organizations and groups from historical societies, senior citizen communities and religious organizations visit Capitol Square primarily to learn about the state government, history and site. They are led on group tours focusing on specific interests. Three hours spent at the square is typical for such groups. Increased participation in local historic site consortiums will increase this visitor category and increase the potential for repeat visits.

Casual Users from the local community for who it is anticipated will be encouraged by a sign program to return to learn about the Capitol Square for educational purposes and hopefully view this historic site as a community asset worthy of their stewardship.

School-aged groups from local schools seeking educational field trips. Capitol Square offers formal programs for students. These programs address school curriculum needs and offer grade appropriate, hands-on learning. Tours given to students include the House and Senate Chambers where students are able to participate in role playing, even to vote on a sample bill.
Through ongoing program development and increased awareness of these programs, growth in this area is anticipated. The development of these group programs can also address ways to engage children who are visiting with families.

Special event participants attending private parties or special events come for a specific purpose and are often unaware that Capitol Square is an institution open to the public.

A goal of a sign program is to provide visitors with visual cues identifying Capitol Square as an historical and educational destination. A sign program can also be an invitation to return with friends and family to learn more about the site. Currently there are approximately 30 to 4o special events at the Capitol Square.

Business Travelers in addition to attending meetings and other state related business within the Capitol Square area. This user may come back to the area for recreation alone or with family and friends for recreation, educational, or leisure if impressed with the offerings of Capitol Square has to offer. The business traveller will typically spend two hours to a couple of days, depending on the type of business.

The Americans with Disabilities Act

The Americans with Disabilities Act was signed into Law in July 1990. This historic act was designed to provide equal access and opportunities to all Americans with disabilities, a constituency which in the context of the ADA's broad definition presently accounts for approximately 50% of the population.

The act made as part of its conditions regulations that would be developed to support it within the following year. Most professional design organizations did not become aware of this fact until a draft of the proposed supporting regulations appeared in late 1990. At that time, the Society for Environmental Graphics Design (SEGD) in addition to groups representing many other organizations and user groups, such as the American Hospitals Association, attempted to "set aside" those aspects of the regulations dealing with signage until a thorough study could be made of the real needs of people with disabilities.

While the intention of the law was applauded by many and is clearly an important achievement for all people with disabilities, the resulting regulations fail to respond adequately in some areas to the needs of the ADA's target audience. Those parts of the regulations that apply to signage do not display an adequate understanding of wayfinding and communication principles, character and symbol recognition, and typography.

For instance, permanent room designations are required to be tactile and all in caps. This is potentially helpful to the small number of clinically blind people who can read tactile letters but cannot read Braille. However, because of the reduced readability per inch of line length of an all caps message – particularly when spaced correctly – and the fact that we read most upper and lower case sign messages as a single footprint rather than as individual characters (which is not possible with an all caps inscription), it is detrimental to the vision-impaired constituency. This is a target group whose numbers are extensive and growing at a rapid rate as the average age of the population increases.

In order to produce an ADA friendly signage system, which will make the site more accessible to the disabled, the design and manufacturing of the signage should adhere to proper ADA standards.

For more detailed information please refer to the ADA White Papers.

Information can be found by contacting the Society for Environmental Graphic Design.

Society for Environmental Graphic Design
1000 Vermont Ave., Suite 400
Washington, DC 20005
segd@segd.org
202.638.5555

Toward Unified and Positive Experience

Clear communication is essential to understanding. Strong print, web, signage and interpretive systems are some of the most important tools an institution can have. With many forms, it is important that Capitol Square communicate with a unified and consistent voice whenever possible. An enhanced system is one that provides compelling and overlapping verbal and visual cues for the user and visitor. These cues fall into four categories:

The identity component of the system should ensure that Capitol Square's name and image are presented in an effective, legible and consistent manner in all applications.

The functional component of the wayfinding and interpretive signage should be site user-friendly so that visitors can safely and efficiently locate Capitol Square, its buildings, gardens, events and parking. Where a sign system can be all things to all people; it is recommended that it be intended that it be designed for visitors and not staff or vendors. In addition, the signage and interpretive elements should be designed for longevity, vandal resistance and easy replacement and maintenance.

The promotional component of the system is to raise awareness of events, create interest and make the site attractive to new visitors. A well-designed system for Capitol Square should be simple, memorable and have an aesthetic character consistent and compatible with building architecture, history and the surrounding landscape.

The educational component of the system seeks to elevate Capitol Square's rich physical and cultural content to make it accessible and enjoyable for everyone and give them the opportunity to self-guide and self-regulate their interpretive experience. The interpretive messages should be developed to accommodate varying levels of interest and comprehension.

Recommended Goals

An enhanced system for Virginia's State Capitol Square is one that provides overlapping layers of information to users and visitors so they can orient themselves, navigate an appropriate route to and from their destination, and have an enriching experience.

These overlapping tools divide into four principal categories: identity, wayfinding and interpretive signage, virtual systems, and other systems.

Identity

Goal 1

Develop a new identity program.

Create a clear visual identity that is appropriate to the stature of the institution that is memorable, easy to understand and can be successfully applied to the widest possible range of media.

Wayfinding and Interpretive Signage

Goal 2

Develop a comprehensive wayfinding and interpretive signage system.

This audit should serve as the planning and programming phase for the development of a comprehensive signage, wayfinding and interpretive system for Virginia's State Capitol Square.

Goal 3

Create a central visitor reception and information station.

In addition to a proposed visitor center, an information station or kiosk should be located at the edge of parking areas or in close proximity to main pathways into the site. This station or kiosk should serve to welcome visitors, orient them to the site and provide current events and special bulletins about Capitol Square programs.

Virtual Systems

Goal 4

Create a virtual wayfinding information guide through the Web.

Clear information should be provided for visitors traveling to and from Capitol Square. It should contain a brief history and interpretive snapshot, directions, event information and maps. It could also include a virtual tour and/or self-guided tour.

Other Systems

Goal 5

Establish a system for consistent verbal information and directions.

Provide a common phone number where pre-recorded directions, event listings and assistance from Capitol Square staff can be obtained.

Goal 6

Establish a mechanism which ensures ongoing administration and maintenance of the overall program.

There will be ongoing coordination, administration and maintenance considerations that will need to be addressed in order to ensure the program's success and longevity.

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Wayfinding Signage

People are natural pathfinders; if they are provided with simple, clear and consistent information to assist them in their journey, they will have a welcoming and enlightening experience.
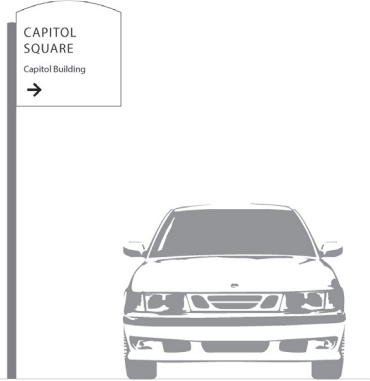
The signage plan provides for multiple levels of interpretation, visitor information, site and destination identification, pedestrian and vehicular direction. These recommendations should form the basis for the development of a comprehensive set of design guidelines.

A signage system will play an important role in raising public awareness about Capitol Square, and as such, should provide consistent graphic language that establishes visual continuity. In general, a strong but understated look is recommended, balancing clarity and effectiveness with brand identity.

The sign drawings presented in this plan are for diagrammatic purposes only.
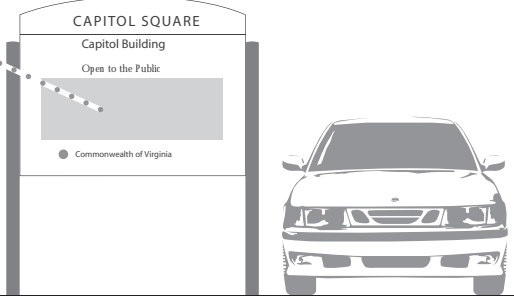
Sign-Type Descriptions

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
vehicular - high priority	- Vehicular visibility	- Capitol Square
1 Off-site directional	- Night visibility	- Major building or
Signs direct visitors from interstates and neighboring areas to the entrances of the estate.	- Maximum vehicular exposure	attraction
	- Off-site	- Directional arrow
	- Located in advance of decision points	

CAPITOL SQUARE

Capitol Building

for schematic purposes only

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Sign Type Descriptions

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
vehicular	- Vehicular visibility	
2 On-site Directional	- Night visibility	- Exits
To be used for access to parking, major buildings, receiving areas and exits.	- Perpendicular to traffic	- Parking
	- As many as necessary without adding too much clutter	- Building name
	- Located in advance of decision points	

for schematic
purposes only

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
vehicular	- Vehicular visibility	- Capitol Square
3 Changeable Message Sign	- Night visibility	- Changeable message
Identifies and announces events offered by the Capitol Square. Sign has a changeable section for updating information.	- Maximum vehicular exposure	- List of supporting agencies
	- Off-site	

CAPITOL SQUARE
Capitol Building
Open to the Public
Commonwealth of Virginia

for schematic
purposes only

Sign Type Descriptions

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
vehicular - high priority	- Vehicular visibility/orientation.	- Capitol Square
4 Entrance identification	- One main entrance used by	- Entrance
These signs mark the entrance to Capitol Square. They tie-in thematically with the sign system and express the identity of the site.	all faculty and visitors.	

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
pedestrian	- Pedestrian visibility	- Capitol Square
5 Directional	- Visible from a distance of 1-12 feet	Entrance
Used to guide visitors through the site to various locations.	- Readable from a distance of 1-4 feet	
	- Located at decision points	

THE
CAPITOL SQUARE
founded 1796

for schematic
purposes only

↑ Capitol
Square
Entrance

for schematic
purposes only

Sign Type Descriptions

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
vehicular - high priority	- Vehicular visibility	- Handicap Parking
6 Parking lot regulatory	- Night visibility	- Private Drive
These signs designate and regulate parking areas.	- ADA required height	- No Parking
	- May put on light poles to	
	reduce clutter	
	- At edge of brick path	
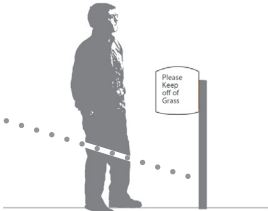
for schematic
purposes only

Sign Type Descriptions

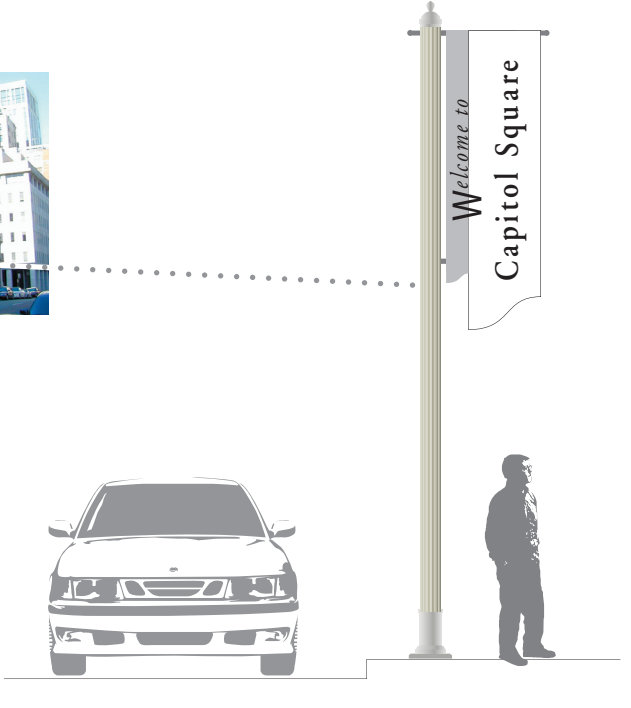| ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
vehicular/pedestrian	- Pedestrian visibility	- Please keep
7 General regulatory	- Visible from a distance of	of off theGrass
Signs provide information about rules, regulations and conduct.	1-6 ft.	- Rules and Conduct

for schematic
purposes only
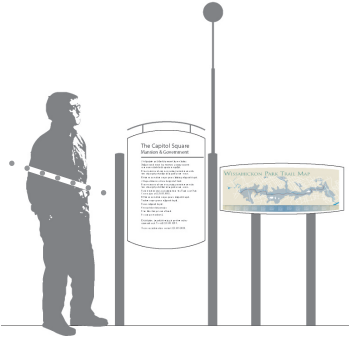
Sign Type Descriptions

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
vehicular	- Vehicular or pedestrian visibility	
8 Banner	- High visibility	
Banners create excitement and call attention to events as well as define the edge of the site.	- Located on existing light poles	

Welcome to
Capitol Square

for schematic
purposes only

ITEM/DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
pedestrian	- Placed in appropriate proximity to Capitol Square without obstructing pedestrian right-of -way	- Map of grounds
9 Visitor Orientation Station		- Location of buildings, gardens and pertinent location information for visitors
The orientation station introduces the visitor to Capitol Square and provides a map guide for locating points of interest.		- Time line
		- Events

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purposes only

Sign Type Descriptions

pedestrian

10   Interpretive Signage, Large

These signs with approximately 110 words and four images, will support self-guided tours as well as guided tours.

- Pedestrian visibility
- Located where a guide would stop to identify a particular place or building or site feature.

- Main body copy: 80 words, primary message, information regarding a building or place being interpreted
- Secondary copy: 30 words

option 1
expands on primary message or introduces a special feature

option 2
first person interpretation; voice of occupant, quote or description of thing being interpreted

- Captions: 15 words, explain or date large images
- Images: one or two large historic images or alternate views of interpreted subject; one or two smaller images used as backdrop or inserts

for schematic purposes only

pedestrian

11   Interpretive Signage, Small

These signs with approximately 60 words and two images, will support self-guided tours as well as guided tours.

- Pedestrian visibility
- Located where a guide would stop to identify a particular place or building or site feature

- Main body copy: 60 words, primary message, information regarding a building or place being interpreted

- Captions: 15 words, explain or date large image

- Images: one large historic image or alternate view of interpreted subject; one or two smaller images used as backdrop or inserts

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Interpretive Signage

Enhancing the tourism Potential with Interpretive signage

Interpretive signage provides an opportunity to highlight history, interesting people, places and events, and makes Capitol Square a place of education as well as cultural attraction for a multitude of user groups.

Useful and correct information about attractions, such as hours of operation, public access, etc., is made available.

Interpretive Approach

The approach for the interpretive signage at Capitol Square should be established during the programming phase of sign design.

The approach should take into account demographics and the age and education level of the audience when considering possible stories that can be told to the public.

The interpretive signs can include one or more themes such as history, government, architecture or commerce, and can interweave tales of people, places and events.

Boosting tourism Potential with Interpretive signage

Interpretive signage can aid educational institutions and schools by providing a fuller experience for the user, something they can pass on to friends and family.

Vehicular and Pedestrian Sample Journey

The Sample Journey

The following pages are graphic representations of vehicular and pedestrian journeys. They provide examples of signage encountered by travelers in vehicles or on foot as they travel through Capitol Square.

Pedestrian Sample Journey

Pedestrian Path of Travel
Pedestrian Directional
Orientational Map & Information
Interpretive

for schematic
purposes only
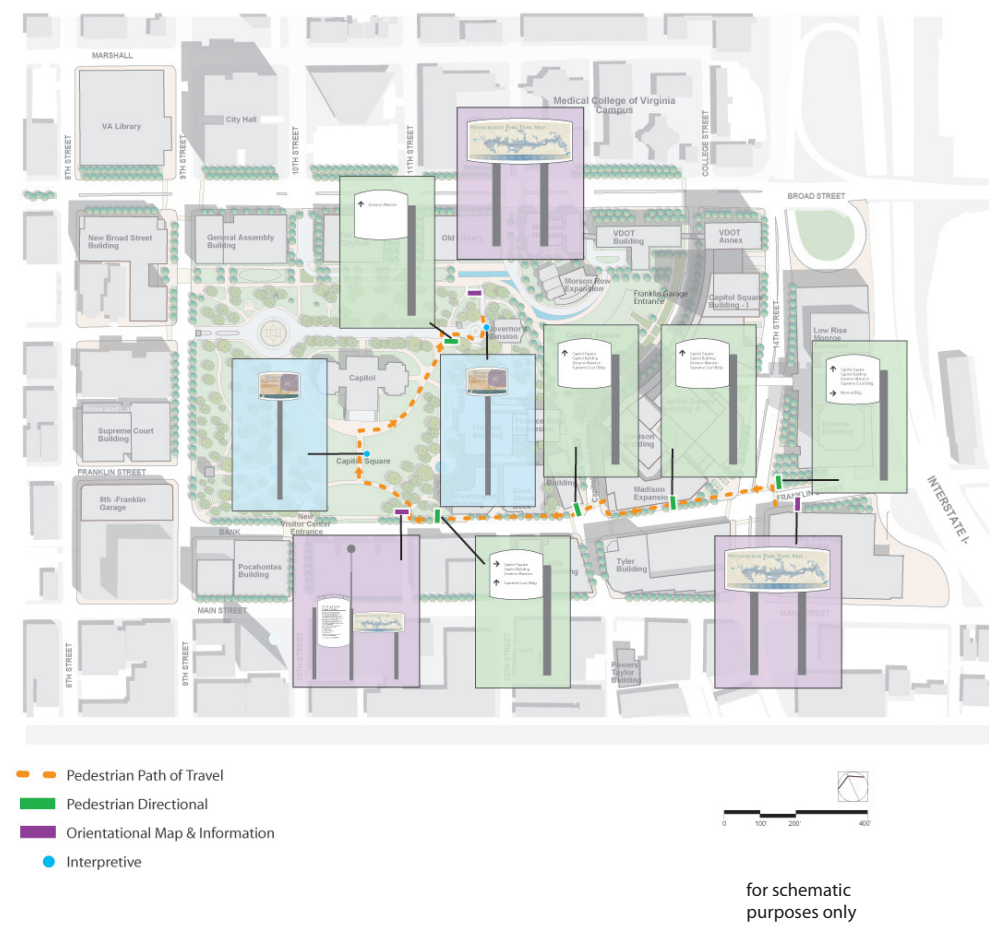
Vehicular Sample Journey

Vehicular Path of Travel
Vehucular Directional
Building Identification
Banner

for schematic
purposes only
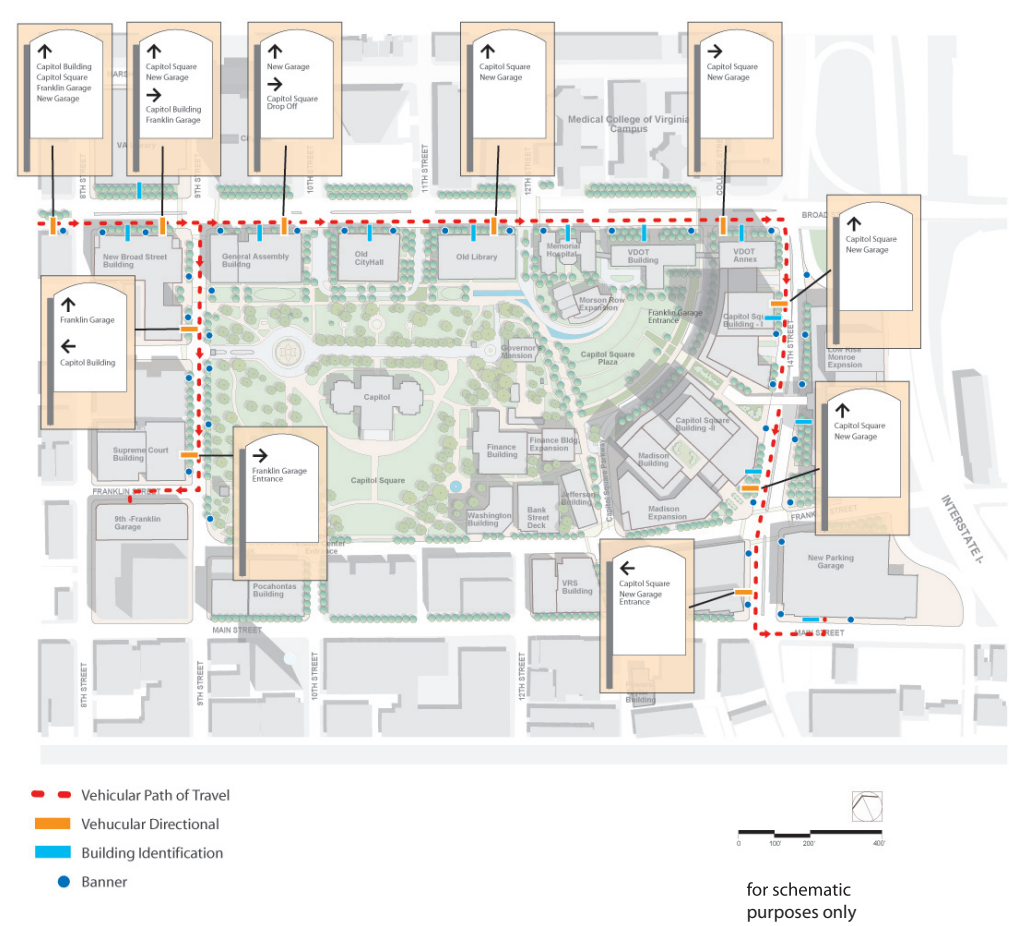
Implementation and Phasing

Implementation

The prescribed steps as outlined below for developing a sign system are as important as the system itself.

The Department of General Services in conjunction with the Legislature and Capitol Square Preservation Council will be responsible for planning, developing and initiating the signage and wayfinding plan. Maintaining and updating the system will be handled by the Department's Bureau of Facilities Management.

Implementing a new sign program at The Capitol Square

This outline represents the procedure to develop a sign system.

1. Select Specifier:
   • A reputable environmental graphic design firm or designer
2. Develop an Exterior Sign & Wayfinding Guidelines Manual
3. Designer to work with representation from the Department of General Services (DGS) to determine communication and wayfinding needs.
4. Design firm to prepare the Project Documentation Package, which will include the following:
   • Copy list of all required signs and messages
   • Locations of each sign on exterior plan
   • Selection of sign type for each location
   • Project schedule
   • Specifications of custom signs if required and approved by DGS
5. Project documentation package to be submitted to appropriate DGS personnel and consultants for review, modifications and approval.
6. A copy of the project documentation package will be sent to manufacturer for a confirmation of project cost.
7. DGS or authorized representative will authorize manufacturer to proceed with the fabrication and/or installation.

Project Documentation Package

Each project requires a Project Documentation Package that is prepared by a design firm.
The Project Documentation Package contains the design and construction specifications of a sign program.

The industry standard format can contain additional information such as elevations, detailed mounting locations, dimensional letters, etc.

Project Documentation Package Contents

Cover Page
The Cover Page is used to identify the project, date and the design consultant or sign planner who prepared the document.

Project Information Page
The Project Information Page will identify the project, location, and all parties involved with its development.

Project Summary Page

The Project Summary page lists the different sign types and their quantities. This section may be organized into project phases. A column should be provided for unit pricing to monitor the budget.

Color and Finish Chart
The Color and Finish Chart designates a code for each color and/or finish to be used specified by the design consultant or sign planner. These codes should be included on the sign type drawings.

Copy Listing
The Copy List is a detailed list of every sign specified for fabrication and installation. It includes a sign location number, phase number, the sign type number, mounting type, copy to appear on each sign, quantities and remarks.

Implementation and Phasing

Sign Type Drawings
The Sign Type Drawings contain elevation and general specifications of each sign type as determined and noted by the design consultant or sign planner.

Location Plans
Location Plans are base plans that show specific locations of each sign specified. A sign location numbering system, consistent with the copy list, should be used to avoid confusion and miscommunication.

Phasing
Phasing may be required pending construction schedules and funding. It is suggested that a wayfinding strategy be developed accordingly.

C
Office Market Analysis

Richmond Office Market Overview
Economics Research Associates

As part of developing a master plan for Capitol Square, ERA was asked to provide WRT with an overview of the Richmond, Virginia office market. This memo provides a brief summary of the market conditions, with particular attention to conditions in downtown Richmond (where the Virginia State Capitol complex is located). According to commercial realtors in the area, 2003 revealed a slightly improved regional office market after a couple of years of rising vacancy rates. While absorption was up for 2003, overall there continues to be an ample supply of office space in the Richmond region and the market currently favors tenants over landlords. In response to the limited demand for office space, many landlords have offered concessions such as additional tenant improvements to induce rentals. In particular, owners of Class B properties have been under the greatest pressure as many of these properties have been vacant for a longer period of time as compared to the Class A office space. Premium Class A space is considered to be scarce, however rents have stabilized around $20 per square foot and rates are not expected to increase in the near future as new properties come on-line and increase the overall supply. Among the most anticipated new projects is Riverside on the James, a mixed-used development on the James River waterfront that will add 240,000 square feet of Class A office space to downtown Richmond by 2005.

According to an inventory conducted by Grubb & Ellis, during the fourth quarter of 2003 the office market in the Richmond region totaled approximately 24.7 million square feet. Within the Central Business District (downtown), there was just below 7 million square feet of office space (excluding government, medical or other specialized buildings). Approximately 17 percent of the downtown office space was vacant, as compared to a 14 percent vacancy rate for suburban office space in Richmond in 2003. An overview of the Richmond office market is provided in Table 1.

Table 1: Overview of the Richmond Office Market

By Submarket (All Classes)	Total SF[1]	Vacant SF[2]	Vacant %	Net Absorption Year-to-date	Under Construction[3]	Asking Rent[4] Class A	Class B
Central Business District	6,902,751	1,188,980	17.2%	46,009	209,000	$21.70	$14.53
					-		
Northeast	736,674	91,116	12.4%	34,741	-	$17.50	$13.08
Northwest	12,270,757	1,621,951	13.2%	345,164	-	$17.96	$15.12
Southeast	15,256	-	-	-	-	-	-
Southwest	4,757,331	801,982	16.9%	(71,804)	-	$17.34	$13.72
Suburban Richmond	17,780,018	2,515,049	14.1%	308,101	-	$17.72	$14.91
Total	24,682,769	3,704,029	15.0%	354,110	209,000	$19.19	$14.72

By Class (All Submarkets)[5]						Available for Sublease CBD	Suburban
Class A	12,705,757	1,455,917	11.5%	165,701	209,000	71,323	263,794
Class B	10,294,090	2,032,449	19.7%	180,529	-	74,822	53,918
Class C	1,682,922	215,663	12.8%	7,880	-	-	2,000
Total	24,682,769	3,704,029	15.0%	354,110	209,000	146,145	319,712

Notes:
[1] Inventory includes multi-tenant and single tenant buildings with at least 10,000 square feet. Data exclude medical, government and other specialized buildings.
[2] Vacant space includes vacant sublease space.
[3] Space under construction includes speculative and build-to-suit for lease projects.
[4] Asking rents are per square foot per year full service. Rates for each building are weighted by size.
[5] Based on BOMA guidelines. Class A properties are the most prestigious buildings competing for premier office users with rents above average for the area. Class B properties compete for a wide range of users with rents in the average range for the area. Class C buildings compete for tenants requiring functional space at rents below the area average.
Source: Grubb & Ellis, *Office Market Trends-Richmond, Fourth Quarter 2003.*

In 2003, asking rent in downtown Richmond averaged $21.70 for Class A office space and $14.53 for Class B space. Asking rent for Class A space is lower in suburban Richmond, $17.72 on average, but slightly higher for Class B space ($14.91) as compared to the CBD. As shown in Table 2, a survey of selected office building reveals that office rents for Class A space in downtown Richmond range from $14.40 to $25.50 per square foot. Class B office space ranges from $12.00 to $16.00 per square foot. Newly constructed office space is expected to achieve office rents ranging from $14.50 to $26.50.

Table 2: Office Rent Rates at Selected Buildings in Downtown Richmond

Property	Size (SF)	Rental Rate
Class A Properties		
Riverfront Plaza West	462,157	$25.50
Riverfront Plaza East	485,219	$25.50
James Center I	420,000	$24.00
Turning Basin Building	92,000	$23.00
One Shockoe Center	120,000	$22.00
Sun Trust Center	450,000	$20.00
Federal Reserve Building	700,000	$20.00
Eighth & Main	323,000	$18.00
Bank of America Center	545,316	$18.00
Main Street Center	423,000	$17.00
One Franklin Square	133,620	$16.50
600 E. Broad	213,000	$16.00
James Center II	334,200	$14.50
James Center III	233,200	$14.50
Class B Properties		
First National Bank Building	158,904	$16.00
WyteStone Plaza (Ross Building)	266,384	$16.00
One Capitol Square	191,802	$14.00
700 Building	174,500	$14.00
Exchange Place	81,000	$14.00
Richmond Plaza	264,250	$14.00
629 E. Main	116,000	$13.00
7th & Franklin	168,000	$12.50
700 Centre	160,000	$12.00
Under Construction		
Riverside on the James	230,000	$26.50
Turning Basin Building	92,000	$23.00
Canal Crossing	66,000	$14.50

Source: CB Richard Ellis, *Market Summary Richmond Year End 2003*